
UNIT 5: DIGITAL STORYTELLING



IT7240 - July 28, 2009



Agenda

- * Course page in DPSScienceTeachers.WikiSpaces.com
- * Video concepts
- * Basic camera technique
- * Editing Basics
- * Plan and shoot video
- * Edit and publish video

Video Concepts

- Videos are easier than ever
 - Affordable equipment
 - Affordable, easy-to-use editing software
- Easy to integrate with web sites
 - Flash
 - Dreamweaver

Remember:

We're not shooting feature films

- Short video clips to make a point
- Tell a story
- Illustrate a procedure or process
- Set up a case study
- Demonstrate a concept
- Impart some information

What You Need

- Digital camcorder (phone or digital camera w/video)
 - There are many available
 - Priced from \$200 up
 - All digital (newer models do not use mini DV tapes)
- PC editing using Pinnacle Studio
 - About \$100 list or less for educators
 - Available with DV FireWire (IEEE 1394) card if your computer doesn't have it

Lab Equipment

- Pinnacle Studio 9 non-linear editing program on every PC
- 3 Canon MiniDV camcorders to borrow
- Other goodies: tripods, lights, microphones

Support for Mac

- iMovie is standard on Macs
- FireWire port is standard
- Drag-and-Drop editing, like Pinnacle
- Strength is ease of use

File Formats

- Flash video, Quicktime, MPEG and RealMovie are cross-platform
- Windows format (wmv) is not
- Compression vs. quality
 - Flash video is good tradeoff
 - DVDs use MPEG4
 - AVIs are huge

Basic Shooting Tips

- Use a tripod, if at all possible
- Use an external microphone, if practical
- Use lights if quality is paramount
- Do not use lights if realism is paramount
- Overshoot – you can always cut later
- Avoid all zooms, but especially digital zooms

Editing

- Drag and drop scenes onto timeline
- Trim scenes to keep pace up
- Tell a story
- Use narration or subtitles sparingly; let people tell their own story

Rendering

- Pinnacle or iMovie create a movie based on your edit decisions, transitions, audio
- Can be time-consuming
- Close all other programs

Distribution

- Web
 - Dreamweaver
 - Flash
- CD
- DVD

Our Video Samples

- Video from a location production
- Finished video and behind the scenes video at itlab.coe.wayne.edu/IT7230Video (Note: Case sensitive)
- Many thanks to DaimlerChrysler Financial Services, Production Café, and Emdicum Group

Light: Color and Intensity

- Let the camera adjust to color (white balance)
- It will also figure exposure (intensity) as you compose your shot
- If you use on-camera light, allow extra time at the beginning of scene for light to come up and adjust

Video Technique - Behind the Camera

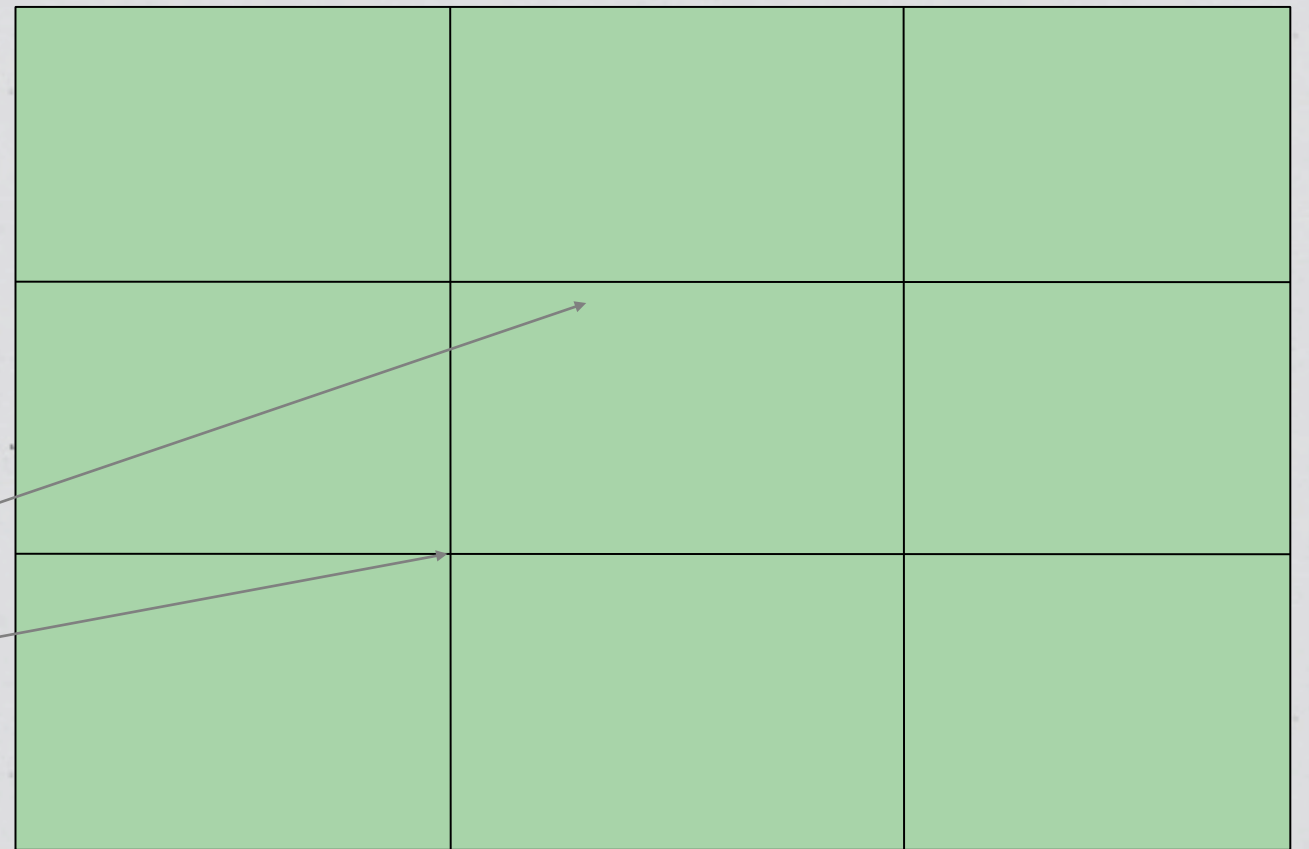
- Composition
- Motion
- Pan
- Zoom
- Tilt
- Truck

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Composition

- Rule of thirds
- Center of frame is not important; dull, uninspired spot for subject
- Position important objects at lines or intersections of thirds



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Off-center Composition

- When following motion or direction, leave extra space in direction of motion
- Nose space

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Watch for Common Errors

- False reverse – don't change direction
- Jump cut – shots almost match across a cut

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Pan is Horizontal Rotation

- Use to follow action
- Not to show a panorama or move from one shot to another
- This is a really bad example of several things: handheld, pointless pan, zoom



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Follow the Action

- Tilt is vertical rotation
- Zoom is apparent motion toward or away from subject
- Use pan, tilt, maybe zoom, to follow action



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If you need to Zoom...

- Probably also have to tilt or pan to maintain good composition
- Go slowly

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Editing Basics

- * In-camera editing
 - * Requires a storyboard (beginning, middle, end)
 - * Scenes are all shot in sequence
- * Editing software
 - * Scenes are put together to tell the story
 - * Special transition effects, filters, and audio tracks
 - * Offers greatest flexibility

Sample Videos

- * Diving with Sea Lions
- * Origami Introduction
- * Air-WACS Propaganda Video

Editing - Cuts

- ❑ To speed up the pace, shorten time
 - ❑ What do you need to show, A character flew to London from Detroit?
- ❑ Allow the audience to understand space, time, logic
- ❑ Unobtrusive cuts and camera motion

Continuity Editing

- ❑ Continuity of action
 - ❑ Cut on motion
 - ❑ Match motion in next shot (speed, direction)
- ❑ Screen direction
- ❑ Eyeline
 - ❑ Larry King shots match position (left-right facing) and size
 - ❑ Cut to show what talent is looking at

Types of Edits

- ❑ Intercutting: changing points of view, different actions happening simultaneously
- ❑ Analytical: Establisher WS, MS, CU, cutaways, cut-ins
- ❑ Contiguity: In chase scenes, same background, different times, to show time lag

Cut on Entrances or Exits

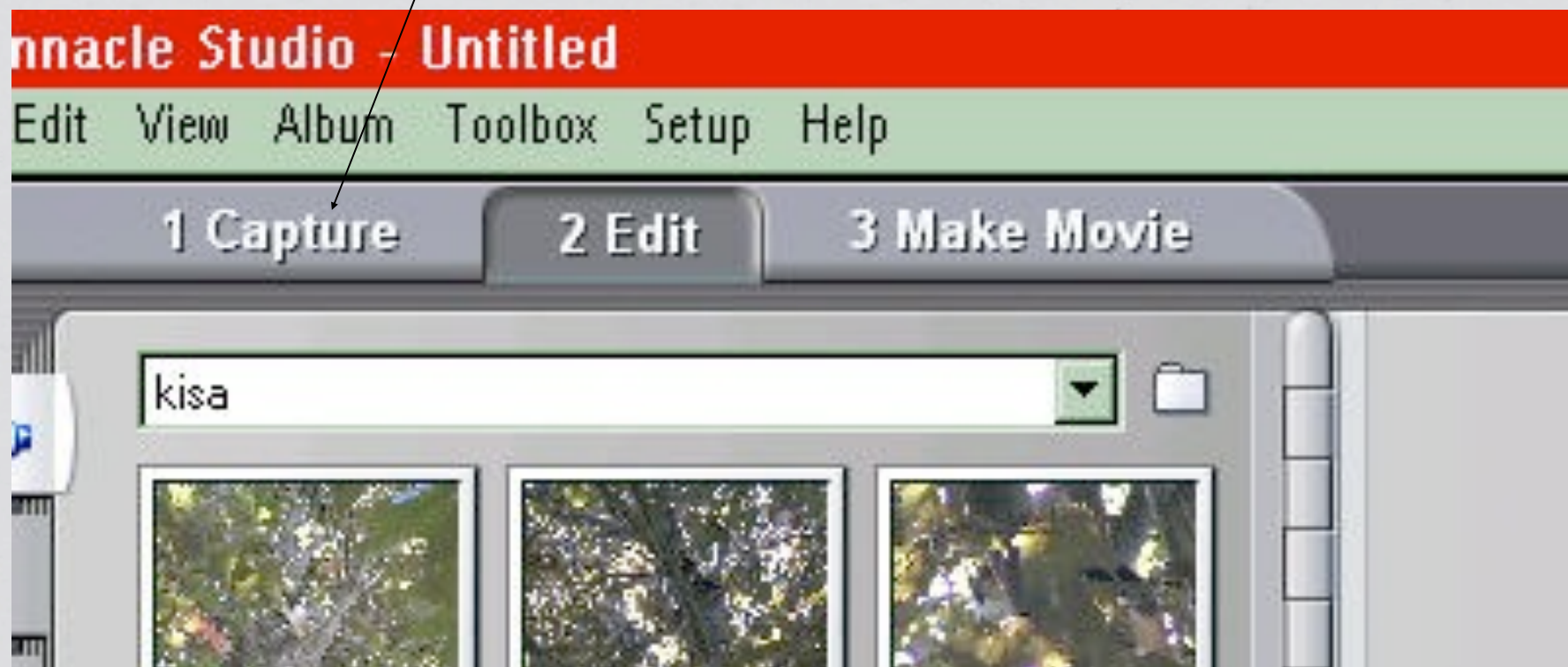
- ❑ Cut as the main talent walks through the door
- ❑ Don't wait until there's an empty doorframe
- ❑ Cut to the next place the person is that's important, not all the places in between
- ❑ Cut on entrance

OK, So How Do I Edit?

- ❑ That's what Pinnacle is really for
- ❑ Capture video
- ❑ Review what you have
- ❑ Make an edit decision list
- ❑ Rough cut
- ❑ Edit for sound
- ❑ Final cut

Pinnacle's Three Functions

Start with Capture



Edit Decision List

- ❑ “Plan before do”
- ❑ Review your video assets
- ❑ Decide what to use, and in what order
- ❑ Decide in and out points in each shot
- ❑ Write the decisions down
- ❑ That’s your EDL plan

To Review ...

- ❑ Capture from Camera
 - ❑ FireWire (IEEE 1394)
- ❑ Edit
 - ❑ Rough Cut
 - ❑ Final edit
 - ❑ Transitions
 - ❑ Titles
- ❑ Make Movie (Render)

For Next Class

- * We'll be shooting and editing video using iMovie
- * Does anybody own a camera?
- * Read the article: "How to tell your story in video: a 10 step guide"
- * Write a script for a 5 minute video